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EXAMINER
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PHAM, THIERRY L

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2625

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PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 09/776,956	<b>Applicant(s)</b> POLIS ET AL.	
	<b>Examiner</b> THIERRY L. PHAM	<b>Art Unit</b> 2625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 30 September 2009.
- 2a) ☐ This action is **FINAL**.                      2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-20 and 22-54 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-20 and 22-54 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)   | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftperson's Patent Drawing Review (PTO-948)                                   | 5) <input type="checkbox"/> Notice of Informal Patent Application                       |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

### **DETAILED ACTION**

- This action is responsive to the following communication: a supplement amendment filed on 1/15/2010 and response to restriction/election requirement filed 9/30/2009.
- Claims 1-20, 22-54 are currently pending. Claim 21 has been canceled.

### ***Election/Restrictions***

Applicant's response to restriction/election requirement has been considered and herein found persuasive. The restriction/election requirement has been withdrawn.

### ***Information Disclosure Statement***

The information disclosure statement (IDS) submitted on 1/13/2010 was filed after the mailing date of the election/restriction requirement on 9/30/2009. The submission is in compliance with the provisions of 37 CFR 1.97. Accordingly, the information disclosure statement is being considered by the examiner.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 18-20, and 46 rejected under 35 U.S.C. 103(a) as being unpatentable over Laurush (U.S. 5413383), and in view of Bain et al (US 5315508).

Regarding claim 18, Laurush teaches a process including:

- printing a sheet (multiple parts on a single sheet, fig. 1) comprising parts that include at least two of a packing list (fig. 1), a customizable component (fig. 1, col. 2, lines 42-50), and a shipping sheet (fig. 1);

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- separating the parts (col. 2, lines 19-20) prior to shipment of (side panels or invoice are separated from the shipping ticket for internal record, col. 5, lines 55-59) a package (col. 3, lines 56-58) with the shipping sheet part, located outside the package during the shipment (shipping label that includes mailing address is located outside the shipping box, col. 5, lines 29-46).

Laurush does not specific teach and/or suggest that no other parts of shipping label is located outside the package during shipment and fails to teach and/or suggest packing at a distribution center, in response to information on the sheet.

Bain, in the same field of endeavor for printing shipping labels, teaches a method of packing and shipping a package includes having no other parts (shipping label as shown in fig. 2 is located outside of the package, any other information such as invoice, products are locate inside of the shipping package, col. 1, lines 5-18, col. 3, lines 1-36, col. 7, lines 28 to col. 8, lines 34, and col. 20, lines 34-67) of shipping label is located outside the package during shipment and wherein the package is packing at a distribution center (distribution center or vendor having a computer system that prints shipping label is shown in fig. 1, col. 4, lines 66 to col. 5, lines 29), in response to information (purchase order receiving form remote entities, col. 5, lines 1-30) on the sheet (packing a purchase order based upon packing list/shipping label, cols. 7-8).

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify printing and shipping process of Laurush to include a process wherein no other parts of shipping label is located outside the package during shipment and fails to teach and/or suggest packing at a distribution center, in response to information on the sheet as taught by Bain because of a following reason: (1) only attach the shipping label to the package and not other information (e.g. account information, confidential information, product description, and etc). Doing so, it prevents unauthorized personnel from viewing the description of the product content and/or user's account information, and etc. (2) ensures the items specified on the purchase order are sent in the correct quantities to the entities (consumers) in response to the purchase order received via electronic communication system (col. 1, lines 5-16, and col. 5, lines 1-30 of Bain).

Regarding claim 19, Laurush further discloses the process of claim 18, wherein the shipment does not include shipment of the packaging list part with the package (e.g. warehouse packing is not require in the package to be shipped, col. 4, lines 50-60, note: shipping label is taught by Laurush is implemented via using coated adhesive and separated into multiple plies, therefore, any unnecessary plies can be eliminated from shipping to the customers, for example, company's inventory tracking and/or invoice and etc).

Regarding claim 20, Laurush further discloses the process of claim 19, wherein the shipment includes shipment of the customizable component part within the package (e.g. warehouse packing is not require in the package to be shipped, col. 4, lines 50-60, note: shipping label is taught by Laurush is implemented via using coated adhesive and separated into multiple plies, therefore, any unnecessary plies can be eliminated from shipping to the customers, for example, company's inventory tracking and/or invoice and etc, in other words, senders can choose what documents to be included in the package).

Regarding claim 46 recites limitations that are similar and in the same scope of invention as to those in claims 18 above; therefore, claim 46 is rejected for the same rejection rationale/basis as described in claim 18.

Claims 1-17, 22-45, 47-54 rejected under 35 U.S.C. 103(a) as being unpatentable over Laurush (U.S. 5413383) in view of Bain et al (US 5315508), and further in view of Kara (US 6208980).

Regarding claim 1, Laurush discloses a process including:

- providing a singular sheet (fig. 1) comprising a courier waybill area (middle panel, fig. 1) and at least one of a packing list area (upper panel, fig. 1) or product code and a customizable component area, wherein

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- if one of the at least one area includes the packing list area or product code, printing a packing list (middle panel, fig. 1) on the packing list area, and
- if one of the at least one area includes the customizable component area (customizable information can be either text or graphic including company Logo, fig. 1), printing a customizable component on the customizable component area; and
- printing (sample of printed shipping label, fig. 1) on the waybill area, a courier waybill and a ship date (ship date, fig. 1).

However, Laurush does not teach and/or suggest a customer-specified date delivery date and receiving electrical signals from an ordering center computer system representing a waybill (shipping label) and printing at a distribution center a waybill (shipping label).

Bain, in the same field of endeavor for shipping products, a customer-specified date delivery date (col. 7, lines 28-55) and receiving (vendor/distribution center receiving purchase order from different entities/consumers via electrical network, fig. 1-3, col. 1, lines 5-17, col. 2, lines 25-50, col. 4, lines 65 to col. 6, lines 67) electrical signals from an ordering center computer system representing a waybill (shipping label) and printing at a distribution center a waybill (printing a shipping label as shown in fig. 2 via printer 40 at distribution/vendor site).

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify shipping label of Laurush to include customer-specified date as taught by Main so it allows the carriers and customers to easily identify the customer-requested delivery dates to ensure the product (e.g. package/mail) is arrived on time and receiving electrical signals from an ordering center computer system representing a waybill (shipping label) and printing at a distribution center a waybill (shipping label to ensure that the items specified on the purchase order are sent in the correct quantities to the entities (consignee) in response to the received purchase order (col. 5, lines 1-20 of Bain). Other advantages are taught in column 3, lines 1-36 via using Bain's system.

The combination of Laurush and Bain fail to teach and/or suggest wherein printing on a customizable component a personal message on a shipping label.

Kara, in the same field of endeavor printing on a shipping label (fig. 13), teaches a well-known example of printing on a customizable component a personal message from a customer to a recipient (e.g. Happy Birthday, flower art work as shown in fig. 13 & 16, col. 20, lines 22-50).

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify shipping label of Laurush to a personal message from a customer to a recipient on a shipping label as taught by Kara so that customer does not need a separate card/letter for personal message, therefore, it saves customer's cost of shipping additional card/letter.

Therefore, it would have been obvious to combine Laurush and Bain with Kara to obtain the invention as specified in claim 1.

Regarding claim 2, Laurush further teaches the process of claim 1, wherein the sheet includes the customizable component area (middle panel, fig. 1).

Regarding claim 3, Laurush further teaches the process of claim 1, wherein the sheet includes the packing list area and the customizable component area (fig. 1).

Regarding claims 4-5, the combination of Laurush and Bain fail to teach and/or suggest wherein printing on a customizable component a personal message, preexisting art work, type of flowers from a customer to a recipient on a shipping label.

Kara, in the same field of endeavor printing on a shipping label (fig. 13), teaches a well-known example of printing on a customizable component a personal message from a customer to a recipient (e.g. Happy Birthday, flower art work as shown in fig. 13 & 16, col. 20, lines 22-50).

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify shipping label of Laurush to a personal message from a customer to a recipient on a shipping label as taught by Kara so that customer does not need a separate card/letter for personal message, therefore, it saves customer's cost of shipping additional card/letter.

Therefore, it would have been obvious to combine Laurush with Bain with Kara to obtain the invention as specified in claims 4-5.

Regarding claims 6-8, the combination of Laurush, Bain, and Lara further teach the process of claim 3, wherein electrical signals comprises shipping signals received from a courier shipping computer (USP, fig. 2 of Bain, col. 7, lines 30-55) system and communicated to the ordering center system (system as shown in fig. 1 of Bain). Furthermore, Kara teaches a communication network (e.g. Internet network, fig. 1) and wherein Bain teaches a electronic communication network for receiving purchase order and packing information from remote users/clients, therefore, it would have been obvious to modify communication network as taught by Kara and Bain to allow communication between vendor and courier (e.g. UPS) for specific shipping instructions.

Regarding claim 9, Kara further teaches the process of claim 1, further including printing a customer initiated ornamental design on the waybill area (since customizable image such as Happy Birthday, flower art work as shown in fig. 13 & 16, col. 20, lines 22-50 of Lara can be printed on a shipping label, therefore, it would have been also obvious to print an ornamental design as well).

Regarding claim 10, Laurush further teaches the process of claim 1, wherein the sheet includes the customizable component area and further including: separating (demarking, fig. 1) the printed areas into respective pieces; locating both the customizable component piece and the goods within a package; and shipping (col. 3, lines 58-60) the package, with the customizable component within the package, in accordance with waybill; providing (col. 3, lines 58-60) the package, with the customizable component within the package, in accordance with the waybill located outside the package. Bain also teaches a method/process of packing products (cols. 7-8 and col. 20, lines 33-67). It is obvious to attach on a shipping label on the outside of the package (e.g. box), wherein the rest of confidential information such as invoice, user's account, and etc. is to be placed inside a box to protect user's information form being viewed by unauthorized personnel.



Regarding claims 11-12, Bain further teaches the process of claim 6, further including: separating the printed areas into respective pieces prior to shipment of a package and the waybill piece, such that the waybill piece is outside the package shipping label as shown in fig. 2 is located outside of the package, any other information such as invoice, products are located inside of the shipping package, col. 1, lines 5-18, col. 3, lines 1-36, col. 7, lines 28 to col. 8, lines 34, and col. 20, lines 34-67), but no other of said printed pieces is outside of the package during the shipment. It is obvious and well known in the art to only attach the shipping label to the package and not other information (e.g. account information, confidential information, product description, and etc). Doing so, it prevents unauthorized personnel from viewing the description of the product content and/or user's account information, and etc.

Regarding claims 13-14, the combination of Laurush/Bain/Lara further teach the process, wherein the electrical signals comprises shipping signals received from a courier shipping computer system (USP, fig. 2 of Bain, col. 7, lines 30-55) and communicated to the ordering center system (system as shown in fig. 1 of Bain). Furthermore, Kara teaches a communication network (e.g. Internet network, fig. 1) and wherein Bain teaches a electronic communication network for receiving purchase order and packing information from remote users/clients, therefore, it would have been obvious to modify communication network as taught by Kara and Bain to allow communication between vendor and courier (e.g. UPS) for specific shipping instructions.

Regarding claim 15, Lara further teaches the process of claim 1, wherein the sheet includes the customizable component, and the customizable component comprises a customer initiated ornamental graphic (since customizable image such as Happy Birthday, flower art work as shown in fig. 13 & 16, col. 20, lines 22-50 of Lara can be printed on a shipping label, therefore, it would have been also obvious to print an ornamental design as well)..

Regarding claims 16-17, Lara further teaches the process of claim 2, wherein the customizable component area comprises preexisting art work (figs. 13 & 16, col. 20, lines 22-50).

Regarding claim 22, Laurush discloses a process comprising:  
providing a singular sheet (fig. 1) means for carrying out a shipment, the means comprising a waybill component (middle panel, fig. 1), a packing list component (upper panel, fig. 1), and a customizable component (customizable information can be either text or graphic including company Logo, fig. 1); printing waybill (sample of printed shipping label, fig. 1) information on the waybill component and in addition to the waybill information, printing packing list information (middle panel, fig. 1) on the packing list component, adapting the sheet (col. 2, lines 19-20) for separating the components prior (side panels or invoice are separated from the shipping ticket for internal record, col. 5, lines 55-59) to shipment of a package of goods specified by the packing list information.

Laurush fails to teach and/or suggest printing two dates on the waybill component, one of said dates being a delivery by date and other of said dates being a ship date, and wherein packing a package at a distribution center responsive to the printed sheet.

Bain, in the same field of endeavor for printing shipping label, teaches printing two dates on the waybill component, one of said dates being a delivery by date and other of said dates being a ship date (ship date and delivery date, col. 7, lines 28-67), and wherein packing a package goods at a distribution center (distribution center as shown in fig. 1 for printing shipping label and packing a package for shipping, col. 5, lines 1-30 and cols. 7-8) responsive to the printed sheet.

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to include a ship date and delivery date on a shipping label, and to print and ship product goods at a distribution center as taught by Bain so it allows the carriers and customers to easily identify the customer-requested delivery dates to ensure the product (e.g. package/mail) is arrived on time and receiving electrical signals from an ordering center computer system representing a waybill (shipping label) and printing at a

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distribution center a waybill (shipping label to ensure that the items specified on the purchase order are sent in the correct quantities to the entities (consignee) in response to the received purchase order (col. 5, lines 1-20 of Bain). Other advantages are taught in column 3, lines 1-36 via using Bain's system.

The combination of Larush and Bain fail to teach and/or suggest printing on a customizable component a personal message on a shipping label.

Kara, in the same field of endeavor printing on a shipping label (fig. 13), teaches a well-known example of printing on a customizable component a personal message from a customer to a recipient (e.g. Happy Birthday, flower art work as shown in fig. 13 & 16, col. 20, lines 22-50).

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify shipping label of Laurush to a personal message from a customer to a recipient on a shipping label as taught by Kara so that customer does not need a separate card/letter for personal message, therefore, it saves customer's cost of shipping additional card/letter.

Therefore, it would have been obvious to combine Laurush with Bain with Kara to obtain the invention as specified in claim 22.

Regarding claim 23, Bain further teaches the processing of claim 1, further comprising packing at the distribution center responsive to the printed sheet (figs. 2-3, cols. 7-8 and col. 20, lines 33-67).

Regarding claim 24, Bain further teaches a sheet (figs. 2-3) produced by the process of any one of claims 18-20, 22-23.

Regarding claim 25, Laurush discloses a process including:

forming a combination of at least two portions (multiple parts on a single sheet, fig. 1) from the sheet with a package (col. 3, lines 56-58), the portions including a packing list (fig. 1), a customizable component (fig. 1, col. 2, lines 42-50), and a shipping sheet (fig. 1);

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separating (side panels or invoice are separated from the shipping ticket for internal record, col. 5, lines 55-59) said at least two portions prior to shipment.

Laurush fails to teach and/or suggest printing both a ship date and a customer-specified date on a sheet at a distribution center and packing at the distribution center responsive to information on the sheet.

Bain, in the same field of endeavor for printing shipping label, teaches printing two dates on the waybill component, one of said dates being a delivery by date and other of said dates being a ship date (ship date and delivery date, col. 7, lines 28-67), and wherein packing a package goods at a distribution center (distribution center as shown in fig. 1 for printing shipping label and packing a package for shipping, col. 5, lines 1-30 and cols. 7-8) responsive to the printed sheet.

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to include a ship date and delivery date on a shipping label, and to print and ship product goods at a distribution center as taught by Bain so it allows the carriers and customers to easily identify the customer-requested delivery dates to ensure the product (e.g. package/mail) is arrived on time and receiving electrical signals from an ordering center computer system representing a waybill (shipping label) and printing at a distribution center a waybill (shipping label to ensure that the items specified on the purchase order are sent in the correct quantities to the entities (consignee) in response to the received purchase order (col. 5, lines 1-20 of Bain). Other advantages are taught in column 3, lines 1-36 via using Bain's system.

Combination of Laurush and Bain fail to teach and/or suggest customer-specified date being and customer-specified personal message specified at a website by a user of a consumer ordering system.

Kara, in the same field of endeavor printing on a shipping label (fig. 13), teaches a well-known example of printing on a customizable component a personal message from a customer to a recipient (e.g. Happy Birthday, flower art work as shown in fig. 13 & 16, col. 20, lines 22-50) via website (fig. 13, col. 12, lines 23-45).

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify shipping label of Laurush to a personal message and date

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from a customer to a recipient on a shipping label via a website as taught by Kara so that customer does not need a separate card/letter for personal message, therefore, it saves customer's cost of shipping additional card/letter.

Therefore, it would have been obvious to combine Laurush with Bain with Kara to obtain the invention as specified in claim 25.

Regarding claim 26, Laurush/Bain further teaches the process of claim 25, wherein the at least two portions includes the shipping sheet portion and the customizable component portion, and the shipment includes shipment of the customizable component within a box and the shipping sheet outside the box. (e.g. warehouse packing is not require in the package to be shipped, col. 4, lines 50-60, note: shipping label is taught by Laurush is implemented via using coated adhesive and separated into multiple plies, therefore, any unnecessary plies can be eliminated from shipping to the customers, for example, company's inventory tracking and/or invoice and etc, in other words, senders can choose what documents to be included in the package). Shipping label (Bain) as shown in fig. 2 is located outside of the package, any other information such as invoice, products are locate inside of the shipping package, col. 1, lines 5-18, col. 3, lines 1-36, col. 7, lines 28 to col. 8, lines 34, and col. 20, lines 34-67. It is obvious and well known in the art to only attach the shipping label to the package and not other information (e.g. account information, confidential information, product description, and etc). Doing so, it prevents unauthorized personnel from viewing the description of the product content and/or user's account information, and etc.

Regarding claim 27, Bain further teaches a combination produced (figs. 2-3) by the process of any one of claims 25-26.

Regarding claim 28, Kara further teaches the process of claim 22, wherein the sheet comprises the customizable component and the waybill component, and further including printing a customer initiated ornament design (since customizable image such as Happy Birthday, flower art work as shown in fig. 13 & 16, col. 20, lines 22-50 of Lara

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can be printed on a shipping label, therefore, it would have been also obvious to print an ornamental design as well) on the waybill component.

Regarding 29, Kara further teaches the process of any one of claims 1-16, 18-20, 22-23, 25-26, 28, wherein the printing is facilitated by a TCP/IP communication (fig. 1a), and wherein the packing list is printed so as to specify a type of flower (fig. 12A). Bain specifically teaches a method of packing and shipping products according to purchase order transmitted from consumers. However, Bain does not specifically indicate what types of products are being ordered and/or shipped. Packing and shipping products such as flowers are well known in the art, therefore, it would have been obvious to try to use the system and methods as taught by Bain to apply to consumer goods including flowers/chocolate, and et.

Regarding claims 30-34 recites limitations that are similar and in the same scope of invention as to those in claims 22-24, 28 above; therefore, claims 30-34 are rejected for the same rejection rationale/basis as described in claims 22-24, and 28 above.

Regarding claims 35-39, Bain/Lara further teaches the apparatus, wherein comprising an ordering center system programmed to receive shipping signals from a courier shipping computer system (USP, fig. 2 of Bain, col. 7, lines 30-55 of Bain) and send the shipping signals and ordering signals to the output device at a distribution center (fig. 1) so as to facilitate said printing (via printer as shown in fig. 1). Furthermore, Kara teaches a communication network (e.g. Internet network, fig. 1) and wherein Bain teaches a electronic communication network for receiving purchase order and packing information from remote users/clients, therefore, it would have been obvious to modify communication network as taught by Kara and Bain to allow communication between vendor and courier (e.g. UPS) for specific shipping instructions.

Regarding claims 40-42, and 44, Lara further teaches the apparatus, wherein the output comprises customer initiated ornamental graphic and/or preexisting art work

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(since customizable image such as Happy Birthday, flower art work as shown in fig. 13 & 16, col. 20, lines 22-50 of Lara can be printed on a shipping label, therefore, it would have been also obvious to print an ornamental design as well).

Regarding claim 43, Bain further teaches the apparatus of any one of claims 30-42, further including a package having an outside (shipping label as shown in fig. 2 is located outside of the package, any other information such as invoice, products are located inside of the shipping package, col. 1, lines 5-18, col. 3, lines 1-36, col. 7, lines 28 to col. 8, lines 34, and col. 20, lines 34-67) supporting the waybill piece after the waybill piece is separated from the other said printed areas but prior to shipment, such that no other of said printed pieces is supported by the outside of the package during the shipment. It is obvious and well known in the art to only attach the shipping label to the package and not other information (e.g. account information, confidential information, product description, and etc). Doing so, it prevents unauthorized personnel from viewing the description of the product content and/or user's account information, and etc.

Regarding claims 45, 47-48, and 54, recites limitations/feature that are similar and in the same scope of invention as to those in claims 1 and/or 30 above; therefore, claims 45, 47-48, and 54 are rejected for the same rejection rationale/basis as described in claims 1 and/or 30 above.

Regarding claim 49, Bain further teaches the process of claim 1, wherein the sheet includes the waybill area; and further comprising: packing at the distribution center (vendor/distribution center receiving purchase order from different entities/consumers via electrical network, fig. 1-3, col. 1, lines 5-17, col. 2, lines 25-50, col. 4, lines 65 to col. 6, lines 67), in response to information on the sheet packing a purchase order based upon packing list/shipping label, cols. 7-8); and separating the areas prior to shipment of a package such that the waybill area is located outside (shipping label as shown in fig. 2 is located outside of the package, any other information such as invoice, products are located inside of the shipping package, col. 1, lines 5-18, col. 3, lines 1-36, col. 7, lines 28 to col.

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8, lines 34, and col. 20, lines 34-67) the package during the shipment, but no other of said areas is located outside the package during the shipment. See claim 18 for more details.

Regarding claims 50-53, Laurush/Bain further teaches the process of claim 22, wherein the packing is carried out with the waybill component located outside the package during the shipment, but no other of said component is located outside the package during the shipment. (e.g. warehouse packing is not require in the package to be shipped, col. 4, lines 50-60, note: shipping label is taught by Laurush is implemented via using coated adhesive and separated into multiple plies, therefore, any unnecessary plies can be eliminated from shipping to the customers, for example, company's inventory tracking and/or invoice and etc, in other words, senders can choose what documents to be included in the package). Shipping label (Bain) as shown in fig. 2 is located outside of the package, any other information such as invoice, products are locate inside of the shipping package, col. 1, lines 5-18, col. 3, lines 1-36, col. 7, lines 28 to col. 8, lines 34, and col. 20, lines 34-67. It is obvious and well known in the art to only attach the shipping label to the package and not other information (e.g. account information, confidential information, product description, and etc). Doing so, it prevents unauthorized personnel from viewing the description of the product content and/or user's account information, and etc. Bain specifically teaches a method of packing and shipping products according to purchase order transmitted from consumers. However, Bain does not specifically indicate what types of products are being ordered and/or shipped. Packing and shipping products such as flowers are well known in the art, therefore, it would have been obvious to try to use the system and methods as taught by Bain to apply to consumer goods including flowers/chocolate/candies, and et.

### ***Response to Arguments***

Applicant's arguments have been fully considered and are persuasive. Therefore, the rejection has been withdrawn. However, upon further consideration, a new ground(s) of rejection is made in view of newly found prior art reference.



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***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to THIERRY L. PHAM whose telephone number is (571)272-7439. The examiner can normally be reached on M-F (9:30 AM - 6:00 PM).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Edward Coles can be reached on (571)272-7402. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Thierry L Pham/

Temporary Full Signatory Examiner, Art Unit 2625



